



Department of Planning, Housing, & Community Development

Mayor, Richard C. David
Director, Dr. Juliet Berling

Meeting Date: 29, December 2015
Sent To: Commission on Architecture & Urban Design Members
Subject: **41 Chenango Street – Signage Review**
Tax ID: 160.41-1-10
Case: CAUD 2015-88

A. Review Requested

Mr. Eric Olson submitted an application for Design Review on behalf of the Applicant, BCK-IBI Group for the property located at 41 Chenango Street. This property is a landmark located in the Court Street Local, State and National Historic District; all exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD) in accordance with §18-78 of the City of Binghamton City Code prior to any proposed work being completed.

B. Proposal

The Applicant proposes two window decal on the east facing, Chenango Street facade. The signs proposed centralized in the two central window bays, appear to have less than 50% coverage on the windows. Additionally the Applicant has proposed to place two design oriented signage pieces on the flanking windows of the two central panes to continue the design aesthetic and marketing of the signage. These two additional designs do not count to the total signage window coverage.

C. Permitted Sign Regulations

49 Court Street is located in the C-2, Downtown Business District. Under the Zoning Code. The sign is 22" in height and 189.5" in width covering an area of approximately 29 square feet of the windows. According to staff calculations, this does not pass the allowable square footage of signage for this frontage, and is no more than 50% of the total area of the window.

D. Staff Findings

The proposed signage is generally within the standards set forth by the City Historic Design Guidelines (page 83). Because of the limited scale and design of the signage, staff has determined that the signage will have minimal impact on the buildings scale, massing, or character defining features.

E. Historic Guidelines

The Historic Design Guidelines require that signage be appropriate size and color for the buildings on which they are placed. Additionally the guidelines state that signage should be appropriate in the context of the building and that it be easy to read without overly complicated graphics and writing. Overall, signage should be sensitive to the historic nature of the building.

Staff has evaluated signage based on these criteria, and determined that the current implementation of signage, in design and scope, is appropriate for this particular building.

F. Photographs



Site Conditions (15, December 2015)



Site Conditions (15, December 2015)



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 3i GRAPHICS & SIGNS 3i Graphics & Signs 514 Chenango Street Binghamton, NY 13904 www.facebook.com/3iGraphics	Office: 607-723-8941 Fax: 607-231-3917 www.3igraphics.com sales@3igraphics.com	Description: Note: Colors are for representation only and may not accurately match the finished product. Please refer to Pantone Color Guides and/or Material Samples for color match. Bearsch Compeau Knudson - Green cut vinyl applied to windows	JOB NUMBER: 10573
			DATE: 11/24/15
Signatures Required Before Release To Production: Client Approval: _____ Date: _____ Landlord Approval: _____ Date: _____ Engineering: _____ Date: _____			
Survey Taken By: _____ Artwork for Production Y <input type="checkbox"/> N <input type="checkbox"/> Survey Taken Y <input type="checkbox"/> N <input type="checkbox"/> Survey Form Used Y <input type="checkbox"/> N <input type="checkbox"/> Code Supplied Y <input type="checkbox"/> N <input type="checkbox"/> Permit Acquired Y <input type="checkbox"/> N <input type="checkbox"/> Dig Safe NY/PA Contacted Y <input type="checkbox"/> N <input type="checkbox"/>			
			

Proposed Conditions (15, December 2015)